

File copy  
7/27/53

# fashion calendar

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

1953

january

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february

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january

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february

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april

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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
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WEEK BEGINNING MONDAY, JULY 27, 1953

BACK-TO-SCHOOL AND COLLEGE SHOP OPENINGS & SHOWINGS

Monday July 27	LORD & TAYLOR Opening of college shop. Publicity: Gloria Carr, WI. 7-3300.	5TH FLOOR
Tuesday July 28 9:30 A.M.	McCREERY'S McCreery's press showing of college fashions. By invitation only. Publicity: Georgine Thomson, WI. 7-7000, Ext. 228.	4TH FLOOR
Monday August 3 2:30 P.M.	ARNOLD CONSTABLE Showing of college fashions by Arnold Constable. <u>Suburban store showings:</u> New Rochelle, Aug. 4 at 2:30 P.M.; Hempstead, Aug. 5 at 2:30 P.M.; Hackensack, N.J., Aug. 12 at 2:30 P.M.; Manhasset, Aug. 13 at 2:30 P.M. Publicity: Gloria Geis, MU. 5-2300.	3RD FLOOR
Monday August 3	ABRAHAM & STRAUS Informal showings during August throughout the store. Publicity: Frances Bemis, Feature Events Dept., TR. 5-7200.	
Monday August 3	GIMBEL BROS. College shop opens. Publicity: Alan Koehler, LO. 5-1500, Ext. 600.	3RD FLOOR
Monday August 3	MACY'S Opening of College shop. Publicity: Helen Law, CH. 4-2000, Ext. 2431.	3RD FL., B'WAY BLDG.
Monday August 3	NAMM-LOESER'S College shop opens. Publicity: Muriel Lipchik, TR. 5-5700.	2ND FLOOR
Monday August 3	FRANKLIN SIMON College shop opens. Publicity: Lenore Benson, WI. 7-9600.	3RD FLOOR
Tuesday August 4 2:30 P.M.	RUSSEKS FIFTH AVENUE Russeks will present a collection of college fashions. Press invited. Open to public. Publicity: Florence Lord, WI. 7-1900.	7TH FLOOR
Tuesday August 4	BLOOMINGDALE'S College shop opens. Publicity: Margaret de Mille, EL. 5-5900.	3RD FLOOR
Thursday August 6 9:30 A.M.	PECK & PECK Press showing of Peck & Peck's College fashions at breakfast. By invitation only. Publicity: Mrs. D.J. Todd, OR. 3-4700.	6TH FLOOR
Thursday August 6	OHRBACH'S Ohrbach's will present a preview of their college fashions to the press. 11:15 A.M. By invitation only. Publicity: Mark Klauser, SP. 7-9000.	3RD FLOOR

(Continued on following page)

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
<u>BACK-TO-SCHOOL AND COLLEGE SHOP OPENINGS AND SHOWINGS (Continued)</u>			
Monday	MARTIN'S (BROOKLYN)		6TH FLOOR
August 10	Press preview of college fashions at Martin's. By invitation. <u>Public</u>		
10:00 A.M.	<u>showing, Wed., August 12 at 2:30 P.M. on 5th floor.</u> Publicity: Rita Dobbins, TR. 5-3100.		
Monday	L. BAMBERGER & CO. (NEWARK)		3RD FLOOR
August 10	Opening of College Shop. Publicity: John Von Arnold, MArket 2-1212.		
Tuesday	BEST & CO.		13TH FL.-CONF. ROOM
August 11	Breakfast preview for the press of off-to-school fashions. By invitation		
9:45 A.M.	only. Publicity: Gay Stearns, PL. 9-2000.		
Monday	B. ALTMAN & CO.		3RD FLOOR
August 17	Informal showings every half hour from 11:30 A.M. through 2:00 P.M. in		
11:30 A.M.	College Shop, 3rd floor. Publ.: Eleanor Horton, MU. 9-7000, Ext. 412.		
Tuesday	MARTIN'S (BROOKLYN)		6TH FLOOR
August 18	Martin's will present back-to-school fashions to the press. By invitation.		
10:00 A.M.	<u>Public showing Thurs., Aug. 20 at 2:30 P.M. on 4th floor.</u>		
	Publicity: Rita Dobbins, TR. 5-3100.		
Wednesday	KRESGE-NEWARK		3RD FLOOR
August 19	"Fashion Reports to College"--College Board will model fashions at		
2:30 P.M.	Kresge-Newark. Press invited. Open to public. (College shop opens		
	Monday, Aug. 3). Publicity: Constance Bray, MITCHELL 2-8000.		
Monday	ALEXANDER'S DEPT. STORES		860 5TH FL. APT. 11-L
August 24	Breakfast preview for the press of campus and career fashions. By invitation.		
10:30 A.M.	Fashion Director: Lita Hassard, CY. 8-2000, Ext. 92 or 41.		

FALL AND WINTER PARIS COUTURE OPENINGS--PARIS, FRANCE

CHAMBRE SYNDICALE DE LA COUTURE PARISIENNE

Mon.. July 27: Pierre Cardin, Jean Desses, Jacques Fath, Jean Patou, Revillon Freres (6:30 P.M.), Bernard Sagardoy.

Tues.. July 28: Pierre Balmain, Vera Borea, Serge Kogan, Jeanne Lafaurie, Alex Maguy, Manguin, Nina Ricci.

Wed.. July 29: Bruyère, Madeleine De Rauch, Christian Dior, Jacques Heim, Hermès, Paquin, Claude Rivière, Jacques Wolber, Worth.

Thurs.. July 30: Balenciaga, Marc Bohan, Mad Carpentier, Carven, Lanvin, Renee Lise, Schiaparelli.

Fri.. July 31: Grès, Jacques Griffe, Germaine Lecomte, Henry a la Pensée, Raphael, Maggy Rouff, Madeleine Vramant.

Sat.. Aug. 1: Hubert de Givenchy, Charles Montaigne.

Mon.. Aug. 3: Ardanse, Carmine, Pierre Clarence, Jean Dargence, Jeanne Fardeau.

Tues.. Aug. 4: Calixte, Callot Soeurs, Agnes Drecoll, Irmone, Michelle Lambert, Amy Linker, Martial et Armand.

Wed.. Aug. 5: Valentine Bourgade, Georgette Renal.

Fri.. Aug. 7: Chauvel, Hélène Hubert, Christine Misset.

Mon.. Aug. 10: Edmond Courtot.

Mon.. Aug. 24: Raymonde Coste.

Contact: Chambre Syndicale, 102 Rue du Faubourg, St.-Honore, Paris.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Monday July 27	SCHEDULE OF LONDON COUTURE PREVIEWS <u>July 27:</u> Hardy Amies, Digby Morton, Peter Russell, Victor Stiebel. <u>July 28:</u> John Cavanagh, Charles Creed, Mattli, Worth. <u>July 29:</u> Hardy Amies, Norman Hartnell, Michael Sherard. Contact: Lilian Hyder, 36 Bruton Place, London, W-1, England.	INCORPORATED SOCIETY OF LONDON FASHION DESIGNERS	36 BRUTON PLACE LONDON W-1, ENGLAND
Beginning Monday July 27- August 7	SCHOLARSHIP-WINNING CAMPUS WARDROBES Sketches of prize designs, created by 18 college students in Traphagen's 30th Anniversary Contest, reflecting campus fashion trends from coast to coast. Open to public. Contact: Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET
Tuesday July 28 9:00 A.M. Buffet Breakfast	BREAKFAST PREVIEW OF FABRICS FOR 1954 Simtex Mills will preview their "Tropicana" Resort and Summer '54 lines of Designer Denims and Costume Cottons for executives of buying offices, N.Y. representatives, home furnishing and fashion press. By invitation only. Contact: Leonie McLaughlin, BA. 7-6053.	SIMTEX MILLS (40 WORTH STREET)	TAVERN-ON-THE-GREEN 66TH ST. & C.P.W.
July 28	McCREERY'S COLLEGE FASHION SHOW AT 9:30 A.M. (See Page 1).		
Beginning Sunday August 2- August 6	NATIONAL LUGGAGE & LEATHER GOODS SHOW Luggage & Leather Goods Manufacturers of America will present luggage, trunks, brief cases and personal leather goods. Contact: Jack Citronbaum, 220 Fifth Ave., LE. 2-3960.	LUGGAGE & LEATHER GOODS MANUFACTURERS	HOTEL NEW YORKER
August 3	ARNOLD CONSTABLE FASHION SHOW AT 2:30 P.M. (See Page 1).		
Tuesday August 4 10:30 A.M.	PRESS PREVIEW: FALL & WINTER BRIDAL FASHIONS Jay Thorpe will present a press preview of exclusive bridal fashions for Fall and Winter, designed by Josephine Oro. By invitation only. Publicity: Dorothy Coburn, JU. 6-1000.	JAY THORPE	5TH FLOOR BRIDAL SALON
August 4	RUSSEKS COLLEGE FASHION SHOW AT 2:30 P.M. (See Page 1).		
Wednesday August 5 9:30 A.M. Breakfast	NELLY DON FALL PREVIEW FOR PRESS Nelly Don and McCreery's will present a preview of Fall fashions. Show at 10:00 A.M. By invitation. Publ.: Hilda FitzGerald, LO. 5-4762.	NELLY DON & McCREERY'S	HOTEL PIERRE BALLROOM FOYER
Wednesday August 5 4:00 P.M. Cocktails	LOUNGING FASHIONS IN LANELLA FABRICS Contest among the New York fashion press to design a new type of garment for TV lounging. By invitation only. Contact: Robbi at Lanella, MU.4-5538.	LANELLA CORP. (185 MADISON AVE.)	HOTEL VANDERBILT SOUTH COURT ROOM
Beginning Wednesday August 5- August 6- August 7	OPENING OF SPANISH COUTURE COLLECTIONS Couturier collections by Bastida, Eulalia, Flotante, Pertegas, Rodriguez. Contact: Lucien Goetsch; Goetsch y Cia, Serrano 14, Madrid; or Rosemary Sheehan, 630 5th Ave., CI. 7-8060.	COOPERATIVE DE ALTA COSTURA	BARCELONA, SPAIN

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday August 5- Sept. 20	FURNITURE EXHIBIT BY THONET INDUSTRIES Exhibition of furniture manufactured by Thonet Industries, Inc. including examples of original bentwood chairs made in the 1830's and the tubular steel chairs designed by Mies van der Rohe, Breuer and Le Corbusier and manufactured by this company in the 1930's. Exhibition designed by Enrico Peressutti, Italian architect, and presented on 100th anniversary of the N.Y. branch of Thonet Industries, Inc. Publicity: Betty Chamberlain, CI. 5-8900.	THE MUSEUM OF MODERN ART	3RD FLOOR 11 WEST 53RD STREET
August 6	PECK & PECK'S COLLEGE FASHION SHOW AT 9:30 A.M. (See Page 1).		
August 6	OHRBACH'S COLLEGE FASHION SHOW AT 11:15 A.M. (See Page 1).		
Beginning Sunday August 9- August 13	FORTY-EIGHTH ANNUAL JEWELERS CONVENTION Over 10 million dollars worth of jewelry, watches, silverwear, and other lines of merchandise, sold by retail jewelry stores, will be displayed at the American National Retail Jewelers Association's 48th annual convention and trade show. Contact: Charles Isaac, 551 Fifth Ave., MU. 2-2764.	AMER. NAT'L RETAIL JEWELERS ASS'N.	WALDORF-ASTORIA
Sunday August 9- August 15	ANNUAL DENVER MARKET WEEK Over fifty members of the Denver Market Week Association will display Fall and Holiday merchandise in their showrooms at the 33rd Annual Denver Market Week. Contact: Denver Market Week Ass'n., Denver, Colo.	DENVER MARKET WEEK ASS'N.	SHIRLEY SAVOY HOTEL DENVER, COLO.
August 10	MARTIN'S (BROOKLYN) COLLEGE FASHION SHOW AT 10:00 A.M. (See Page 2).		
Tuesday August 11- August 12 9:15 A.M.	PREVIEW OF LEATHER COLORS AND FINISHES Allied Kid Co. will preview Resort-Spring-Summer 1954 leather colors and finishes at a showing for press and shoe stylists, <u>Tuesday, Aug. 11 at 9:15 A.M.</u> For buying office fashion coordinators, fashion publicists, department store fashion coordinators, <u>Tuesday, Aug. 11, at 3:30 P.M.</u> For fabric, hosiery and accessory stylists, <u>Wednesday, Aug. 12 at 9:15 A.M.</u> By invitation only. Contact: Helen Caruso, MU. 6-1623.	ALLIED KID COMPANY	419 FOURTH AVENUE SHOWROOM-3RD FLOOR
August 11	BEST & CO. "OFF-TO-SCHOOL" FASHION SHOW AT 9:45 A.M. (See Page 2).		
Tuesday August 11 11:00 A.M.	PRESS PREVIEW OF BRIDAL FASHIONS Bridal fashions by Rosette Pennington will be presented to the press. By invitation only. Contact: Ruth English, PL. 9-3737.	ROSETTE PENNINGTON	20 EAST 56TH STREET SALON - 3RD FLOOR
Wednesday August 12 9:30 A.M. Breakfast	DISPLAY AND SHOWING OF RESORT COTTONS Hope Skillman will present her 10th anniversary collection of Resort and Cruise cottons at an informal showing and display for the press. By invitation only. Publ.: Peggy Eichelsdofer, at Hope Skillman, CH.4-8109.	HOPE SKILLMAN	1407 BROADWAY SHOWROOM-29TH FLOOR
Wednesday August 12 9:30 A.M. Coffee	PREVIEW OF FASHIONS FOR TALL GIRLS Preview of fashions for tall girls by Lane Bryant. By invitation only. Fashion Director: Paula Miller, LE. 2-0200.	LANE BRYANT	10TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday August 13 9:30 A.M. Coffee	PRESS PREVIEW: FALL SHOE COLLECTION Presentation to the press of Fall collection of Coward Shoes. By invitation only. Fashion Director: Paula Miller, LE. 2-0200.	COWARD SHOE, INC.	350 FIFTH AVENUE SHOWROOM
Thursday August 13 11:00 A.M.	PRESS PREVIEW: FALL SHOE COLLECTION Preview for the press of Saks Fifth Avenue's Fall shoe collection. By invitation only. Publicity: Carolyn Haight, PL. 3-4000, Ext. 7064.	SAKS FIFTH AVENUE	SAVOY PLAZA HOTEL LE CHATEAU - 11TH FL.
Saturday August 15	NEW PURSE-SIZE FASHION MAGAZINE Cameo, a new monthly magazine devoted to fashion and feminine interests, will cover popular price fashions, figure problems, beauty, grooming, home furnishing, homemaking, foods, campus, jobs, travel. Editor: Lillian E. Gray. Price: 15¢. Contact: MU. 3-9412.	CAMEO PUBLICATIONS (37 EAST 28TH ST.)	NEWSSTANDS
Sunday August 16- August 21	ALLIED LINENS TRADE SHOW The Allied Linens and Domestic Association, whose members comprise all soft goods fields, will present ideas for creating new business. Contact: Herbert Swann, 420 Lexington Avenue, LE. 2-9525.	ALLIED LINENS & DOMESTICS ASS'N.	HOTEL COMMODORE
Sunday August 16- August 21	WINTER & HOLIDAY SHOWINGS IN DALLAS Dallas Winter and Holiday Market showings, sponsored by the American Fashion Association, the market division of the Dallas Chamber of Commerce. Contact: H. W. Stanley, A.F.A., Dallas, Texas.	AMERICAN FASHION ASSOCIATION	BAKER HOTEL DALLAS, TEXAS
August 17	ALTMAN'S COLLEGE FASHION SHOWS FROM 11:30 A.M. TO 2:00 P.M. (See Pg. 2).		
August 18	MARTIN'S (BROOKLYN) BACK-TO-SCHOOL FASHION SHOW AT 10:00 A.M. (See Pg. 2).		
Tuesday August 18 11:00 A.M.	PRESS SHOWING: FALL DRESS COLLECTION Garland Faulkner will present his Fall collection to the press. By invitation only. Publicity: Maud G. Moody, 347 5th Ave., LE. 2-5562.	GARLAND FAULKNER	68 EAST 56TH STREET SALON
Tuesday August 18 12:30 P.M.	BACK FROM VACATION & COLLEGE FASHIONS Saks 34th will present back-from-vacation and back-to-college fashions. Press invited. Open to public. Publ.: Frances Eisner, LA. 4-7000.	SAKS 34TH STREET	3RD FLOOR
Tuesday August 18 2:00 P.M.	PREVIEW OF RESORT AND SPRING PRINTS The Silk and Rayon Print Institute will present their preview of Resort and Spring prints, with an exhibit at 2:00 P.M. and cocktails 4:00 P.M. - 7:00 P.M. By invitation only. Publicity: Kay Martin, LO. 5-2140.	SILK AND RAYON PRINT INSTITUTE	SAVOY PLAZA HOTEL BALLROOM SUITE
Tuesday August 18- August 19	FORTY-THIRD SEMI- ANNUAL LEATHER SHOW Leather treatments and finishes in new colors for Spring 1954, from about 93 tanning firms, will be on display. <u>Press luncheon Tuesday, August 18 at 12:30 P.M.</u> Publicity: Leif C. Kronen, MU. 6-7950.	TANNERS' COUNCIL OF AMERICA, INC.	WAIDORF-ASTORIA GRAND BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
August 19	KRESGE-NEWARK COLLEGE FASHION SHOW AT 2:30 P.M. (See Page 2).		
Wednesday August 19 5:45 P.M. Cocktails	PRESS PREVIEW: NEW SEVENTH FLOOR Saks Fifth Avenue will have a preview for the press at opening of their new seventh floor. <u>Showing at 6:00 P.M.</u> By invitation only. Publicity: Carolyn Haight, PL. 3-4000, Ext. 7064.	SAKS FIFTH AVENUE	7TH FLOOR
August 19	NATIONAL AVIATION DAY (Wednesday).		
August 24	ALEXANDER'S CAMPUS & CAREER FASHION SHOW AT 10:30 A.M. (See Page 2).		
Tuesday August 25 11:00 A.M.	PRESS PREVIEW OF CUSTOM MILLINERY Presentation of Milgrim's custom millinery at a showing for the press. By invitation only. Publ.: Maud G. Moody, 347 5th Ave., LE. 2-5562.	MILGRIM	6 WEST 57TH STREET SALON-6TH FLOOR
Tuesday August 25 2:30 P.M.	FALL FASHIONS BY KENN BARR OF CASINO Russeks will present Fall fashions by Kenn Barr of Casino. Press invited. Open to public. Publicity: Florence Lord, WI. 7-1900.	RUSSEKS FIFTH AVENUE	7TH FLOOR
Wednesday August 26 9:30 A.M. Coffee	PRESS PREVIEW: FALL FASHIONS FOR "CHUBBIES" Presentation to the press by Lane Bryant of Fall fashions for "Chubbies." By invitation only. Fashion Director: Paula Miller, LE. 2-0200.	LANE BRYANT	10TH FLOOR
Wednesday August 26 2:15 P.M.	POOLSIDE PREVIEW OF 1954 SWIMSUITS "SeaMolds" by Flexees poolside preview of the 1954 swimsuit collection. By invitation only. Publicity: Sandra Kahn, MU. 9-2100.	FLEXEES, INC. (417 FIFTH AVE.)	PLACE TO BE ANNOUNCED
Beginning Wednesday Sept. 2	CRUISE OPENING IN CALIFORNIA Sept. 2: Rose Marie Reid -- Hotel Ambassador, Los Angeles. Sept. 3: Cole of California -- Place to be Announced. Sept. 8: Caltex of California -- Town House, Los Angeles. Sept. 11: Catalina, Inc. Contact individual firms.	FOUR CALIFORNIA SWIMSUIT FIRMS	LOS ANGELES
Sept. 7	LABOR DAY (Monday).		
Tuesday Sept. 8 12:30 P.M. Luncheon	COAT AND SUIT FASHIONS AT LUNCHEON Luncheon showing of coats and suits, designed by Schiaparelli for Harry Frechtel. Fashions available at Lord & Taylor. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Harry Frechtel Contact: Herman Rothman, PE. 6-1310. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	HARRY FRECHTEL (SCHIAPARELLI)	WALDORF-ASTORIA EMPIRE ROOM
Tuesday Sept. 8 5:30 P.M.	PREVIEW: CUSTOM ORDER COLLECTION Bergdorf Goodman will present their custom-order collection to the press. By invitation only. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	4TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Sept. 9 10:30 A.M.	PRESS PREVIEW OF HOWARD GREER COLLECTION Jay Thorpe will present the Fall collection by Howard Greer of California. By invitation only. Publicity: Dorothy Coburn, JU. 6-1000.	JAY THORPE	4TH FLOOR
Wednesday Sept. 9 12:00 Noon Luncheon	PRESS PREVIEW OF FALL MILLINERY Chanda will present a preview of his Fall millinery collection to press and buyers. By invitation only. Publicity: Maud G. Moody, 347 5th Ave., LE. 2-5562.	CHANDA (30 WEST 57TH ST.)	WALDORF-ASTORIA EMPIRE ROOM
Wednesday Sept. 9 2:30 P.M.	PRESS PREVIEW: SOPHIE CUSTOM-ORDER COLLECTION Preview for the press of Sophie's Fall custom-order collection. By invitation only. Publicity: Carolyn Haight, PL. 3-4000, Ext. 7064.	SAKS FIFTH AVENUE	3RD FLOOR SALON MODERNE
Sept. 10	ROSH HASHONAH (Thursday)--First Day of Jewish New Year.		
Thursday Sept. 10 11:00 A.M.	PRESS PREVIEW OF IMPORT COLLECTION Press preview of Bergdorf Goodman's French and Italian import collection of dresses and millinery. By invitation only. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	4TH FLOOR
Thursday Sept. 10 1:00 P.M. Luncheon	FASHIONS AT LUNCHEON SHOW Fashion Show by Russeks during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Russeks Publ.: Florence Lord, WI. 7-1900. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	RUSSEKS FIFTH AVENUE	HOTEL PLAZA TERRACE ROOM
Sept. 11	ROSH HASHONAH (Friday)--Second Day of Jewish New Year.		
Friday Sept. 11 12:30 P.M. Luncheon	TATIANA DU PLESSIX CUSTOM MILLINERY SHOW Press showing of Tatiana du Plessix' Fall and Winter custom millinery. By invitation only. Publicity: Carolyn Haight, PL. 3-4000, Ext. 7064.	SAKS FIFTH AVENUE	SAVOY PLAZA LE CHATEAU-11TH FLOOR
Beginning Saturday Sept. 12- Sept. 17	MARKET WEEK IN MIAMI, FLORIDA Buyers and press will be invited by the Miami Fashion Council to a presentation of Cruise and Resort Wear fashions. Sixty-four member manu- facturers of the Council will show two garments each in the "Miami Fashion Derby". Contact: Mr. Jay E. Kashuk, Executive Director, Miami Fashion Council, Chamber of Commerce Building, Miami 32, Florida.	MIAMI FASHION COUNCIL	RONEY PLAZA HOTEL MIAMI BEACH, FLORIDA
Monday Sept. 14 10:30 A.M.	BENDEL ORIGINALS & FRENCH IMPORTS Bendel originals and French imports. By invitation only. Publicity: Frances Anderson, CI. 7-1100.	HENRI BENDEL	3RD FLOOR
Monday Sept. 14 1:00 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW Showing of Zita's Fall fashions during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Zita contact: RE. 4-0101. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	ZITA, INC. (755 MADISON AVE.)	HOTEL PLAZA TERRACE ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Sept. 14 4:30 P.M. Cocktails	PREVIEW: FALL CUSTOM- ORDER & READY-TO-WEAR The Fall custom order and ready-to-wear collection will be presented to the press by Mme. E. Garnett. By invitation only. <u>Showing to customers,</u> <u>Tuesday, Sept. 15 at 2:30 P.M.</u> Publicity: Austin Wilder, EL. 5-5275.	ELEANORA GARNETT	47 EAST 51ST STREET SALON
Tuesday Sept. 15 9:30 A.M. Breakfast	PREVIEW OF 1954 SWIMSUIT COLLECTION Jantzen will present a preview of their 1954 swimsuit collection. By invitation only. Publicity: Mr. Dana Blackmar at Jantzen, LO. 4-2820.	JANTZEN KNITTING MILLS (350 FIFTH AVENUE)	HOTEL PIERRE COTILLION ROOM
Wednesday Sept. 16 9:00 A.M.	FALL FASHION PREVIEW FOR PRESS Bloomingdale's will preview their Green Room collection of Fall ready-to- wear, including coats, suits and dresses. By invitation only. Publicity: Margaret de Mille, EL. 5-5900, Ext. 695.	BLOOMINGDALE'S	3RD FLOOR GREEN ROOM
Wednesday Sept. 16 11:00 A.M.	PREVIEW: BERNARD NEWMAN'S READY-TO-WEAR COLLECTION Press preview of Bernard Newman's Fall ready-to-wear originals. By in- vitation only. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	3RD FLOOR
Thursday Sept. 17 9:00 A.M. Breakfast	PREVIEW: CALTEX 1954 SWIMSUIT COLLECTION The Caltex of California 1954 swimsuit collection will be introduced to the N.Y. press at breakfast on Thursday, Sept. 17 at 9:00 A.M. By in- vitation only. Publicity: Sandra Kahn, MU. 9-2100.	CALTEX OF CALIFORNIA	417 FIFTH AVENUE SHOWROOM
Thursday Sept. 17 12:00 Noon Luncheon	IMPORT COLLECTIONS AT LUNCHEON SHOW Fall presentation of import collections. (More details later.) Contact: The Fashion Group, CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	WALDORF-ASTORIA BALLROOM
Sept. 19	YOM KIPPUR - JEWISH DAY OF ATONEMENT (Saturday).		
Monday Sept. 21 1:00 P.M. Luncheon	LUNCHEON FASHION PRESENTATION Gimbels will present a fashion show during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000. Gimbels Publ.: Alan Koehler, LO. 5-1500, Ext. 600. Plaza Fashion Dir.: Mary Alice Rice, CI. 6-1790.	GIMBELS	HOTEL PLAZA TERRACE ROOM
Tuesday Sept. 22 10:30 A.M. Breakfast	PRESS PREVIEW: FASHIONS FOR TALL GIRLS Tall Wear will present a press preview of Fall fashions for tall girls, styled by Sylvia, featuring three tall types. By invitation only. Publicity: Helen Horchler at Frank Best & Co., CI. 7-6760.	TALL WEAR BY SYLVIA (13 EAST 47TH ST.)	HOTEL ROOSEVELT

Beginning Monday October 5	RESORT-SPRING LINES BY SPORTSWEAR GUILD The members of the Sportswear Guild will introduce their Resort-Spring lines during the week beginning Monday, Oct. 5. Members include: Adler & Adler, Inc.; Davidow; David M. Goodstein, Inc.; Kane-Weill; Zoltan Rosenberg Co.; Sport-Craft, Inc.; Star-Maid Dresses, Inc. Contact individual manufacturers.	THE SPORTSWEAR GUILD	MANUFACTURERS' SHOWROOMS
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MOVIES...MUSIC...THEATRE...BALLET

Week  
Of  
July 27      SIXTH & FINAL WEEK: STADIUM CONCERTS, LEWISOHN STADIUM, 138TH & AMSTERDAM  
Mon.. July 27: Ballet Night; Slavenska, Franklin with Danilova.  
Tues.. July 28: Thomas Schippers, cond.; Dvorak's New World Symphony.  
Wed.. July 29: Grand Concerto Program; Piatigorsky & Isaac Stern.  
Thurs.. July 30: All-Menotti Program; Eileen Farrell & Tossy Spivakovsky.  
Sat. Aug. 1: Rogers & Hammerstein Night; Dickey, Turner, Hayward & Weede.  
 Price: 30¢ to \$1.20. Publicity: Miss Alix B. Williamson, CI. 6-4462.

Wednesday  
July 29  
(Tentative)      PREMIERE: "DREAM WIFE" (Movie)      RIVOLI THEATRE, BROADWAY & 50TH ST.  
 MGM production about a Washington business man who goes to the Near East.  
 Starring: Cary Grant, Deborah Kerr, Walter Pidgeon and Betta St. John.  
 Producer: Dore Schary. Director: Sidney Sheldon. Women's costumes: Helen Rose.  
 Men's costumes: Herschel McCoy. MGM Publicity: Herbert Crooker or  
 Frances Lane, JU. 2-2000.

Wednesday  
August 5      PREMIERE: "FROM HERE TO ETERNITY" (Movie) CAPITOL THEATRE, B'WAY & 51ST ST.  
 Columbia Pictures will present the film version of James Jones' best  
 seller about the bombing of Pearl Harbor. Starring: Burt Lancaster,  
 Montgomery Clift, Deborah Kerr, Frank Sinatra and Donna Reed. Producer:  
 Buddy Adler. Director: Fred Zinnemann. Costumes: Jean Louis. Capitol  
 Publicity: Paula Gould, JU. 2-2000. Columbia Pictures Publicity:  
 Hortense Schorr, CI. 5-5000.

Tuesday  
Sept. 8      OPENING: "ANNA RUSSELL AND HER LITTLE SHOW" VANDERBILT THEA., 148 W. 48 ST.  
 Eastman Boomer and Arthur Klein will present Anna Russell and her revue  
 with Joseph Scandur, Jean-Louis Destine and his Haitian dance troupe, Paul  
 Duke, Arthur Barnett with duo-pianists, Ash Lock and Harris. Director:  
 Arthur Klein. Publicity: Joe Heidt, MU. 3-0760.

Beginning  
Sunday  
Sept. 13      OPENING: "SADLER'S WELLS BALLET" METROPOLITAN OPERA HOUSE, B'WAY AT 39 ST.  
 S. Hurok will present the Sadler's Wells Ballet for four weeks only.  
Sunday, Sept. 13: Swan Lake. Tuesday, Sept. 15: Swan Lake. Wednesday, Sept. 16:  
 The Sleeping Beauty. Thursday, Sept. 17: The Sleeping Beauty.  
Friday, Sept. 18: The Shadow (Premiere), Homage (Premiere), Les Patineurs.  
Saturday, Sept. 19, Mat. & Eve.: Swan Lake. Sunday, Sept. 20, Mat. & Eve.: Swan Lake. Tickets: \$1.20 - \$6.00. Contact: Michael Sweeney at  
 Hurok Attractions, Inc., 711 Fifth Ave., PL. 9-6000.

Wednesday  
Sept. 30      OPENING: "TEA AND SYMPATHY"      ETHEL BARRYMORE THEA., 243 W. 47TH ST.  
 Playwrights' Company, in association with Mary K. Frank, will present  
 Robert Anderson's new play starring Deborah Kerr with Leif Erikson and  
 John Kerr. Director: Elia Kazan. Sets: Jo Mielziner. Costumes:  
 Anna Hill Johnstone. Publicity: William Fields, CI. 5-7930.

Thursday  
Oct. 15      OPENING: "TEAHOUSE OF THE AUGUST MOON" MARTIN BECK THEA., 302 W. 45TH ST.  
 Maurice Evans and George Schaeffer will present the John Patrick comedy,  
 based on the novel by Vern Sneider, about Okinawa during the war. Starring:  
 David Wayne and John Forsythe. Director: Robert Lewis. Publicity:  
 Sol Jacobson, CH. 4-1482.

Wednesday  
Nov. 4      OPENING: "KIND SIR"      ALVIN THEATRE, 250 WEST 52ND ST.  
 Joshua Logan will present and direct the Norman Krasna comedy starring  
 Mary Martin and Charles Boyer, with Dorothy Stickney, Margalo Gilmore,  
 Frank Conroy, Robert Ross. Scenery: Jo Mielziner. Costumes: Mainbocher.  
 Publicity: Leo Freedman, CH. 4-7250.